



ONTARIO-MONTCLAIR SCHOOL DISTRICT COMMUNICATIONS PLAN

**ONTARIO-MONTCLAIR SCHOOL DISTRICT
Superintendent's Office
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DISTRICT MISSION STATEMENT

The Ontario-Montclair School District (OMSD) is committed to providing a world-class education to all students in safe, respectful, culturally responsive, and welcoming environments that value and empower students, staff, and families to be successful in a dynamic global society by cultivating college, career, and community partnerships.

DISTRICT EXPECTATIONS

OMSD will provide all students with an equitable and inclusive education, close the opportunity gap, and prepare students for success in high school and beyond through the design and implementation of a Multi-Tiered System of Supports (MTSS). The District will prepare students to be compassionate and engaged citizens, lifelong learners, and critical consumers of information, by upholding a standard of shared responsibility in which all students will acquire and apply Twenty-First Century skills and knowledge necessary to be ready for college preparatory (A-G requirements) and career technical education classes.



DISTRICT GOALS:

Five Year Action Plan Goals:

1. Create and provide safe, respectful, and inclusive environments that foster cultural proficiency and celebrate diversity through culturally responsive practices.
2. Cultivate a sustainable positive culture where all stakeholders support the social and emotional needs of all students, staff, and families by engaging the wealth of diversity in our community and by identifying, addressing, and working together to overcome potential barriers.
3. Achieve English Language Arts (ELA)/English Language Development (ELD) proficiency, as defined in the California Content Standards, for all students, by ensuring mastery of reading, writing, speaking, listening, research, critical thinking, and global awareness in all content areas and promote multi-lingualism/multi-culturalism and reclassification of English Language Learners (EL).
4. Achieve Math proficiency as defined in the California Content Standards for all students, by ensuring mastery of concepts and procedures, problem solving, communicating reasoning, modeling and data analysis, and to prepare students to successfully access college readiness coursework (A-G requirements) in high school.
5. Expand technological access and competency for all students, staff, and parents to support learning, assessment, and communication while promoting safe and responsible digital citizenship and to become critical consumers of information.
6. Implement early interventions through multi-tiered support to meet identified social-emotional, academic or behavioral needs of all students in order to close any achievement gap.
7. Improve and expand programs and services for our students while maintaining fiscal solvency, increasing revenue opportunities and implementing cost-saving initiatives.

Local Control Accountability Plan Goals:

1. All students access educational and social-emotional programs provided by appropriately credentialed teachers, highly qualified support staff, and administrators utilizing adopted instructional materials, resources, and technology, aligned to California State Standards in safe, clean and well-maintained facilities.
2. All students access an academic program through a Multi-Tiered System of Supports aligned to the California State standards, which include ongoing professional development, coaching, instructional resources, technology integration, tiered supports, monitoring of learning, specialized programs and a broad course of study.
3. All students access social emotional and behavioral programs through a Multi-Tiered System of Supports designed to foster individualized student behavioral, social-emotional health and engagement with peers, staff, and the community, which includes providing support to staff.
4. All families and community members support student learning and well-being through engagement efforts to seek consultation into the decision-making process, promote meaningful parent participation in their child's learning, promote college and career access, and enhance community partnerships.

INTRODUCTION:

The Ontario-Montclair School District (OMSD) is committed to honest, transparent, and consistent communication with our stakeholders, both internal and external. The District understands that maintaining open, two-way communication with stakeholders is essential for building relationships. OMSD has diverse outreach needs and knows that strong relationships are the foundation for a successful school system.

The purpose of the OMSD Communication Plan is to present a clear and concise framework for communicating with both internal and external audiences in our school community. Providing frequent, clear, and result-driven communications is key to building trust and strong partnerships.

It is important for all employees to take part in and to have effective communication. To ensure a unified message to all audiences requires planning and shared responsibility.

Note: Included in the PR Toolkit is:

- OMSD Crisis Communications (sample letters/wording included)
- Media Relations Guidelines
- Media on Campus Protocols

OBJECTIVE:

The OMSD Communication Plan objective is to improve internal and external communication systems with the specific goal of creating open, two-way communication between the Board of Trustees, leadership, staff, students, parents, and the OMSD community.



COMMUNICATION GOALS AND STRATEGIES:

1. **GOAL:**

Maintain positive, collaborative relationships with all stakeholders to strengthen support for OMSD.

STRATEGY:

Maintain a high level of visibility through participation in a variety of professional and community activities. Build and maintain partnerships with business and community leaders. Utilize a variety of formats (Constant Contact/OMSD TV/Webpages/Social Media) to share positive happenings in OMSD and bring awareness to the tremendous work being done in our classrooms.

2. **GOAL:**

Promote community involvement and build partnerships that serve to enhance the educational experience of OMSD students.

STRATEGY:

Continue District participation at Community/Partner events (Rotary, Kiwanis, City events, Chamber meetings, etc). Engage local business leaders to advocate on behalf of the District. Maintain a high level of visibility through partnerships. Invite community leaders to participate in District-wide activities and committees. Maximum local resources, including cities, community partners and organizations to enhance student summer opportunities.

3. **GOAL:**

Utilize a variety of media formats to maximize awareness and support of the District's Goals, Expectations, and Programs.

STRATEGY:

Maintain District and school websites to ensure current and updated information – including calendaring of events, parent handbooks, Principals' messages, and school announcements. District videos to be shared on OMSD TV, webpages and at various community meetings. Utilize twitter to provide timely and relevant information. Maintain proactive media relationships to enhance the District's image. Utilize Blackboard Connect to its full potential. Social media accounts will be used share messages, make announcements, and showcase student and staff achievements.

4. **GOAL:**

Create a collaborative and culturally responsive environment for District staff and students through consistent, transparent two-way communication regarding programs supporting the academic, behavioral and social emotional well-being of students.

STRATEGY:

Regularly communicate information and seek input regarding new and existing programs and services for students to/from staff.

TARGET AUDIENCES:

Internal Audiences

- Certificated Staff
- Classified Staff
- Administration
- Board of Trustees

External Audiences

- Students
- Parents
- Parent-Teacher Organizations
- Prospective Residents
- Prospective Employees
- Neighbors
- Community Partners

COMMUNICATION OUTLETS:

- Board Meetings
- District and School Site Websites
- Superintendent's e-newsletter / Constant Contact
- Emails
- Blackboard Connect
 - Calls
 - Texts
 - Emails
- School Loop (Middle and K-8 schools)
- Newsletters
 - Schools
 - Human Resources
 - Learning & Teaching
- Superintendent's Advisory Groups
 - Classified
 - Certificated
- Principals Meetings
- Instructional Leadership Team Meeting (ILTM)
- ThoughtExchange
- District Lobby and School Offices
- District/Site-based Social Media Formats
- Classified and Certificated Advisory Meetings
- Parent Advisory Groups (Site & District Level Advisory Groups)
(Contact Superintendent's Office for a current listing)
- Press Releases
- Channel 17 – OMSD TV (Ontario/Montclair Spectrum)

PROCEDURE:

When information critical to stakeholder groups or regarding District-level systems (practices, academic and behavior instruction, student progress data, survey results or committee meeting decisions) are available, the administrator responsible for the information, system, program or initiative will create an appropriate communication to applicable stakeholders, using one or more of the methods in the chart on Exhibit A (on the following page). Additionally, when a survey or questionnaire is administered, or feedback is provided to the administrator of the program, consideration for that input will be embedded into future decisions/implementation.

EVALUATION:

The following resources will be utilized to evaluate and measure the effectiveness of this communications plan:

- Employee survey
- Media hits – proactive
- Social media usage (varied formats)
- Student/Family/Community feedback
- Website usage
- ThoughtExchange results

OMSD COMMUNICATIONS PLAN

	Recommended Frequency	Superintendent	Division Head (Asst. Supt.)	Department Head (Director)	Principal/EA/AP	Staff (Classified & Certificated)	Parent	Community	Student
Constant Contact	Bimonthly	A R	C	R I	I	I	I	I	I
Press Release	Varies	A R	C	C	C	I	I	I	I
Website	Ongoing	A	C	R	R	I	I	I	I
OMSD TV	Ongoing	A R	C	C	C	I	I	I	I
Blackboard Connect	Varies	A	R	C	R	I	I	I	I
School Loop (MS and K-8)	Ongoing	I			A R	R	I		I
Text Message	Emergency Situations	A R	C R	I	I	R I	I	I	I
Division Newsletters (HR, L&T)	Quarterly	I	A	R	I	I	I	I	I
Advisory Groups	Trimesterly	A	C	R	R	I	I	I	I
Principals Meeting/ALT	6 X Annually	A R	R	R	I				
Instructional Leadership Team Meeting	Monthly	I	A	R	I				
MTSS Communication Loop	Quarterly	I	A R	C	C	I	I	I	I
External Coaching (MTSS)	Monthly	I	A	R	I	I			
ThoughtExchange	LCAP Season	C	A	R	I	I	I	I	I
Site/District Lobby	Ongoing	A	R	C	R C	I	I	I	I
Surveys	Varies	R	A	R	R I	I	I	I	I
Site Tues. Meetings	Three times per month	I	A	C	R	I			
Site Newsletters	Monthly	I	A		R	I	I	I	I
LanguageLine translations	Ongoing	I	A	A	A R	R	I	I	I

- A – Accountable: (Communication owner) The person who makes the final decision about what is in the communication and when it is delivered. It is this person’s job to assign tasks to those who are responsible.
- R – Responsible: The person tasked with doing the work of creating, adding content to and making recommendations for the communication.
- C – Consulted: The person who is consulted on the content of the communication.
- I – Informed: The person is only informed by the final communication.

District staff recognizes the strong relationships that exist between site staff and families, and have found that asking site administrators to assist with messaging of District department information is an effective method of reaching parents/families. Therefore, in order to assist school sites in sharing District information, flyers and communications using their communication tools (twitter, webpage, texting, emails, etc.), staff will ensure to include ALL information and formats as listed below in communications to site administrators when making this type of request.

Message A brief message to the intended recipient about what is attached. This message should be short. For example, "Hello families, please see the July lunch menu at this link". Translation will also be included. The site administrator will be able to copy that quick message and use it along with the attached link, PDF and/or JPEG.

Link *Website link/URL: Please use BITLY (bitly.com) to shorten the URL (due to limited texting characters). BITLY directions below. **OR**
*Google Drive link: Google Drive link should be made publicly accessible.

PDF Documents will be converted to a PDF and attach to the email (good for single or multiple page documents). If your document needs to be edited at the site level, provide an editable version, like Word.


JPEG If applicable, attach a JPEG (some flyers/photos turn out better in this format).


By providing the information in the formats above, staff will expedite the distribution of the message/information and will eliminate the need for site administrators to reformat messages to match their communication platform.

BITLY.com is an easy to use website to shorten URLs.

1. Log into www.bitly.com
2. Enter the long URL in the box at the bottom of the page (Shorten your link)
3. Click "Shorten"
4. Your new shorter URL will be provided

Sample emails:

 Ont_Mont Safe Routes Survey.pdf
200 KB

 SP Ont_Mont Safe Routes Survey.pdf
203 KB

Action Items

Hello Principals:

The Cities of Ontario and Montclair are asking us to help spread the word regarding their Safe Routes to School survey. Please share as you see warranted. In an attempt to help you share the information, the document is being provided in various formats.


- **The District has tweeted it, please feel free to retweet.** Click here to retweet: https://twitter.com/OMSD_omsd/status/1296523395647959040
- **Message:** Hello families, Would you like to share your thoughts with the Cities of Ontario and Montclair on Safe Routes to Schools? If so, please click below for information and to participate:
English: <https://bit.ly/3j23COK>


Hola familias, ¿Le gustaría presentar sus sugerencias acerca de las ciudades de Ontario y Montclair sobre el programa de Rutas Seguras a las Escuelas? Haga clic a continuación para obtener información y participar: Si es así, haga clic a continuación para obtener información y para que pueda participar.
Spanish: <https://bit.ly/2YhQ2Ps>

- **PDF:** attached in English and Spanish
- **JPEG:** not included due to links in document

I hope this is helpful.

Jana Dupree
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909-418-6444

 Safety Standards Food Nutrition.jpg
385 KB

 Safety Standards Food Nutrition.pdf
117 KB

Hello Principals,

I've updated my first email to make this announcement a little more user friendly. This is the same information as before.

The food services staff at school sites has alerted me to an issue with parents who refuse to comply with our safety guidelines. I've enclosed a flyer that we have provided with meals. If you are able to share this with your families through social media or your school loop or classroom dojo as well I would appreciate it.

- **Food & Nutrition Services has tweeted it, please feel free to retweet.** Click here to retweet: <https://bit.ly/2FLcAlc>
- **Message:** Hello families, Please read about Safety Standards when picking up your student's meals.
Hola familias, Por favor lea sobre los Estandares de Seguridad al recoger las comidas de su estudiante.
English & Spanish: <https://bit.ly/2QyE9AF>
- **PDF:** attached (contains both English and Spanish)
- **JPEG:** attached (contains both English and Spanish)

Sara Maragni, R.D.
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Ontario-Montclair School District
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